

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02
INR-07 NSAE-00 OC-06 USIA-15 COME-00 BIB-01 L-03 /055 W
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FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 2771

INFO AMCONSUL MONTREAL

ALL OTHER AMCONSULS CANADA

UNCLAS OTTAWA 01517

E.O.11652:N/A

TAGS: ETEL, CA

SUBJECT: U.S. FM STATIONS AND CANADIAN CABLE SYSTEMS

REF: OTTAWA 3880, SEPT. 27, 1976

1. THE CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION (CRTC) HAS DONE A COMPLETE ABOUT-FACE WITH RESPECT TO ITS ATTEMPT TO REMOVE U.S. FM SIGNALS--AS WELL AS DISTANT CANADIAN FM SIGNALS--FROM CANADIAN CABLE DISTRIBUTION SYSTEMS. AS A RESULT OF STRONG PUBLIC SUPPORT FOR RETAINING LISTENING CHOICE, THE CRTC AGREED MARCH 8 TO PERMIT FULL REINSTATEMENT OF THOSE STATIONS PREVIOUSLY ORDERED DROPPED AND TO PROVIDE, UNDER CERTAIN CONDITIONS, ADDITIONAL DISTANT CANADIAN AND U.S. FM STATIONS TO THE SERVICES OFFERED.

2. THE COMMISSION ANNOUNCEMENT STATES THAT IT "REMAINS CONCERNED ABOUT THE POTENTIAL HARMFUL EFFECTS OF THE CARRIAGE OF U.S. FM SIGNALS ESPECIALLY FROM THOSE STATIONS WHICH SOLICIT IN CANADA ADVERTISING SPECIFICALLY DIRECTED TO CANADIAN AUDIENCES". THE CONDITIONS FOR ADMITTING NEW FM STATIONS TO THE CABLE SYSTEMS REQUIRE THAT THEY BE RECEIVABLE OFF-AIR AT THE LOCAL HEAD-
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QUARTERS OF THE CABLE COMPANY AND THAT "U.S. FM RADIO STATIONS ENGAGED IN SOLICITATION IN CANADA OF ADVERTISING PRIMARILY DIRECTED TO A CANADIAN AUDIENCE WILL NOT BE APPROVED."

3. COMMENT: CONTINUED CARRIAGE OF REINSTATED INDIVIDUAL U'S. FM STATIONS THAT SOLICIT CANADIAN

ADVERTISING CAN BE CHALLENGED BY LOCAL BROADCASTERS WHEN
CABLE LICENSES COME UP FOR RENEWAL.

4. A CANADIAN ASSOCIATION OF BROADCASTERS EXECUTIVE,
HOWEVER, HAS TOLD TCO ALTHOUGH U.S. STATIONS SOLICITING
ADVERTISING ARE A PROBLEM ONLY IN THE TORONTO AREA
(BUFFALO'S WHEN-FM, IN PARTICULAR) AND IN VANCOUVER,
HIS MEMBERS DO NOT CONSIDER THIS AS SERIOUS A
CHALLENGE AS THE CRTC HAS INDICATED. THE DISTANT
CANADIAN STATIONS ARE MORE IMPORTANT COMPETITION TO
LOCAL BROADCASTERS IN MOST SPECIFIC MARKETS. THEY
RESENT THE AMOUNT OF MARKET FRAGMENTATION THAT EXISTS
AND WHICH REDUCES INDIVIDUAL STATIONS' AUDIENCE
SIZE AND THUS THE BASIS FOR REVENUES.

5. COPIES OF CRTC PUBLIC ANNOUNCEMENT BEING SENT TO
EUR/CAN, TD AND FCC. ENDERS

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Message Attributes

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